

**THE FINEST PAINT FORMULA
MODERN CHEMISTRY CAN GIVE!**



SHERWIN-WILLIAMS FLAT-TONE

One-Coat Flat-Tone and the Flat-Tone Colormix System are a true tribute to the resourcefulness of Sherwin-Williams laboratory technicians and paint specialists. All pigments, oils, ingredients are especially selected for this use. And they're carefully blended in our modern paint plants . . . employing all the "know-how" of over 80 years paint-making experience.

Flat-Tone is made for all types of walls . . . plaster, wall board, tile and concrete. The absence of gloss is not only pleasing and restful, but actually improves the appearance of even rough, patched walls by making imperfections less noticeable.

WALL PRIMER AND SEALER

While One-Coat Flat-Tone is designed to do a maximum one coat job right from the package, in a few cases the use of Sherwin-Williams Wall Primer and Sealer is advantageous. On bare plaster or where extensive repairs have been made, or when a decided change of color is being made, the use of Wall Primer and Sealer beforehand will make a more beautiful, more durable, more washable finish. When using the new Flat-Tone Colormix System it is always recommended that the first coat be Wall Primer and Sealer tinted according to the instructions on the Colormix label. This is important because, when working with deep colors, a more uniform, professional-looking job is possible when applied over a first coat of Wall Primer and Sealer.

ADVANTAGES OF ONE-COAT FLAT-TONE

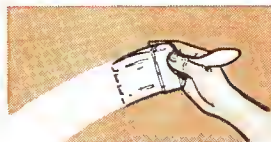


EXCELLENT BRUSHABILITY!

One-Coat Flat-Tone goes on easy . . . without "pull" or "drag." It takes less effort, less work to apply . . . saves time!

READY TO USE!

Flat-Tone flows off the brush smoothly and evenly.



HIDING POWER!

One coat is all that is needed over light or similar colors. Two coats may be necessary where a decided change of color is being made.

DRIES RAPIDLY!

Dries to touch in four hours — hard overnight.

DEPENDABLE UNIFORMITY!

You can depend upon the uniform quality of all ingredients and workmanship in each can of Flat-Tone . . . carefully controlled by Sherwin-Williams precise manufacturing methods.

THE SHERWIN-WILLIAMS Co.

Administration Offices, Cleveland 1, Ohio

Sales Offices, Factories and Warehouses in Principal Cities

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SHERWIN-WILLIAMS
ONE COAT

FLAT-TONE

A Truly Superior One-Coat Flat Wall Paint!



SHERWIN-WILLIAMS ONE-COAT FLAT-TONE

- ★ Washable
- ★ Easy to Use
- ★ Uniform Appearance
- ★ Covers in One Coat
- ★ Beautiful Pastel Colors

Nothing finer! Famous Sherwin-Williams One-Coat Flat-Tone gives your walls that luxurious, velvety finish smart decorators insist upon. And it's practical . . . stays beautiful . . . because it can be washed over and over again! You'll find One-Coat Flat-Tone remarkably durable, too. The surface stays tough . . . resisting the ravages of time! Here's your first choice finish for practically all interior walls.

NEW SHADES!

We took ideas from leading decorators . . . our paint chemists assembled a stunning collection of colors. The beautiful shades are scientifically blended to harmonize with all modern and period home furnishings. These shades, moreover, may be altered to suit individual taste in decoration through the addition of S-W Fluid Tinting Colors.

ONE COAT COVERS!

Convenient . . . economical to use! Sherwin-Williams Flat-Tone covers new plaster, wallboard, smooth masonry—in fact most interior wall surfaces with just one coat! Priming the surface with Sherwin-Williams Wall Primer and Sealer is recommended for the best paint job on plaster or where extensive repairs have been made.

EASY TO CLEAN!

No finger-mark problems! All dirt, grease, grime washes off readily . . . with regular paint cleaners . . . without heavy scrubbing!

COTTAGE IVORY

SEAFOAM GREEN

DAWN BLUE

SHADOW BLUE

HOLLYWOOD CREAM

SPRING GREEN

PETAL ROSE

SUNGLOW YELLOW

SOFT GRAY

ALSO WHITE

FLAT-TONE COLORMIX *Two Coat System*

OPENS UP A NEW WORLD OF DECORATING POSSIBILITIES

To provide an even greater range of color selection than is possible with the regular One-Coat Flat-Tone Postel Colors a new line of eight rich, deep, highly-styled Colormix Colors are also available. The Flat-Tone Colormix System is simplified blending or mixing system of decorative oil base finishes for interior walls. Many hundreds, even thousands of dramatic and exciting contrasts and accents are possible with Flat-Tone Colormix.

FLAT-TONE COLORMIX COLORS

These eight, beautiful, deep colors may be used full strength as they come, providing modern, deep tones so much in demand today.

Black	Burgundy	Red
Blue	Dark Green	Yellow
Brown	Medium Green	White (Flat)

FLAT-TONE COLORMIX CUSTOM STYLE COLORS

An endless variety of exciting, soft velvety colors are available simply by intermixing the basic Flat-Tone Colormix Colors. Flat-Tone Colormix Colors and One-Coat Flat-Tone White and Colors should not be intermixed.

FLAT-TONE COLORMIX TINTS

True, bright, clean tints may be made by adding full cans of Flat-Tone Colormix Colors to Flat-Tone Colormix 960 Flat White.

FLAT-TONE COLORMIX SHADES

Colormix tints may be transformed to soft, lovely shades—made less intense—merely by adding Flat-Tone Colormix Black. A vast, unlimited range of shades may be made by intermixing one or more Flat-Tone Colormix Colors with Flat-Tone Colormix Black and White.

SHERWIN-WILLIAMS ONE-COAT FLAT-TONE

- ★ Washable
- ★ Easy to Use
- ★ Uniform Appearance
- ★ Covers in One Coat
- ★ Beautiful Paste

Nothing finer! Famous Sherwin-Williams Flat-Tone gives your walls that luxurious finish smart decorators insist upon. And . . . stays beautiful . . . because it carries over and over again! You'll find Flat-Tone remarkably durable, too. The soft, tough . . . resisting the ravages of time . . . first choice finish for practically all interior walls.

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ONE COAT COVERS

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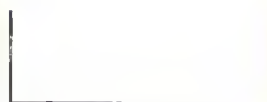
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SOFT GRAY



ALSO WHITE

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